

North Shoal Creek Neighborhood Association
Board Meeting
February 8, 2010
North Village Branch Library, 2505 Steck Ave.

The meeting was called to order at 6:32 pm.

Attendance: Chip Rosenthal (President), Ken Moyer (Vice President), Kate Brien (Secretary), Lois McEvoy (Treasurer), Andreas Guenin, Cheri Hartman, Don Jones, Vicki McFadden, Sherran Williams, and Mary Jane Wier (arrived at 6:45)

Call to Order and Adoption of Agenda

The proposed agenda was modified to talk about the Nissan Dealership agreement that established the funds for the NSCNA CD. This item was added as the second topic under Old Business. After making the modification, the agenda was adopted by consent.

Approve the January 20, 2010 Board Meeting Minutes

Committee members suggested some changes to the draft of the Jan. 20 board meeting minutes. Lois made a motion to accept the minutes with the mentioned edits. The motion was seconded and the board approved the amended minutes by consent.

Officer Reports

President's Report

Due to personal reasons, Alyssa had to resign from the position of membership committee chair; however, she will still be an active board member.

Chip attended the Commander's Forum last week. He presented a report to the forum which is posted on the NSCNA website. There is a list of upcoming meetings with APD listed on the Statesman's website. Chip and Don will try to meet with officer Gutierrez (the NSC APD representative) soon.

Treasurer's Report

Lois presented the NSCNA income statement. The income statement was broken down by committee. The information for the newsletter was moved under the media committee since the media committee is responsible for publishing the newsletter. The current liabilities represent the money raised for the library.

The income statement also included a list of the 37 households that have already joined NSCNA for 2010. If the membership committee needs membership information, Lois can

provide a list of the current members. It might be possible to access information for previous members by talking to Helene.

Cheri made a motion to accept the treasurer's report. The motion was seconded and the report was accepted by consent.

Old Business

Meeting Schedule for 2010

The general meeting dates for March and November need to be adjusted due to scheduling conflicts at Pillow. The general meeting in March will now be on the 9th. The general meeting in November will also now be on the 9th. The meeting dates will be published in the newsletter. Sherran motioned to accept the new meeting dates. The motion was seconded and the schedule was accepted by consent.

Nissan Dealership Agreement

A copy of the Nissan Dealership agreement was distributed to the board members. The second paragraph of the agreement states that the funds can be used "for neighborhood traffic calming efforts or any other neighborhood project." Vicki has located Robert Oler and Randy Ross (two people involved in writing the agreement) to help clarify the intent of the phrase "neighborhood project." Vicki also contacted Armbrust, Brown, and Davis regarding the non-profit status of the NSCNA. Based on this information, board members would like to refer to the CD as the traffic calming and neighborhood projects CD.

Committee Reports

Budget Committee Report

The goal is to have a balanced budget. Lois completed a comparative of the 2006, 2007, 2008, and 2009 budgets to look at revenue and expenses. The budget for 2010 is based on having 86 households/members join NSCNA this year. We currently have 37 households/members this year. Lois proposed canvassing the neighborhood to recruit members. Another board member suggested identifying people who have been members in past years but are not current members and try to find out why they are not joining this year.

In the 2010 budget, neighborhood events were moved under the social committee and liability insurance was moved under general administrative expenses. Mailing costs and advertising were moved under the media committee. The traffic committee chair stated that the traffic committee did not need funds this year, which is why they have no budget. The money allocated for meeting/miscellaneous is for general meeting expenses such as providing food, name tags, or other supplies.

Committee chairs must provide receipts in order to receive the money. They are allowed to spend up to the amount specified in the budget. Committee chairs should seek board approval for extra funds if they believe they will exceed their budget.

If we want to provide a charitable contribution this year, we will have to have a fundraiser. All expenses for the fundraiser will have to be in excess of the budget.

There was a discussion regarding the budget for the liability insurance. Three types of insurances were discussed: single event insurance, general liability insurance, and director liability insurance. Board members can go to <http://www.tano.org/> for more information. The board members decided to leave the liability budget at the current amount. We will revisit this issue if necessary.

There was also a discussion regarding whether the interest from the CD should be included in the budget. Lois clarified that the budget represents the amount of money committee chairs can spend without board approval for each expense. The interest from the CD could possibly be used to pay for additional funds. Members will receive summary sheets at quarterly meetings.

Kate motioned to accept the budget committee's report and adopt the proposed budget. The motion was seconded and the report and budget were accepted unanimously (9 for and 0 against).

Media

Cheri looked at the newsletters of surrounding neighborhood associations to gather best practices to incorporate into the NSCNA newsletter. She will make some changes to reduce costs. Some of the changes Cheri is considering are hand delivering the newspaper, publishing in black and white instead of color, and publishing bi-monthly instead of quarterly.

There was a discussion over possibly providing an electronic delivery option rather than a paper copy. The media committee will do further research regarding this issue.

The price of advertising will be reduced and a larger variety of ad sizes will be offered. There will also be a 10% discount for advertisers who pay for 3 or more ads. Cheri is working on compiling a list of past advertisers and establishing a relationship with these advertisers. Ken and Cheri will create media kits to help attract new advertisers.

There will be a newsletter at the end of February. This newsletter will be an abbreviated version. The subsequent newsletter will have more pages. Cheri hopes to have a media committee meeting on March 8th.

New Business

Membership Committee

The board discussed a general direction for the membership committee. There are 2 concerns: 1) Last year, most members joined before April and 2) Since volunteer resources are being used for the newsletter, we might not have enough volunteers to help with a membership drive.

Some of the ideas the board members had for recruiting members include a flyer that would have past accomplishments and goals for the year, going door to door talking to neighbors, mailing information to people who were members last year but have not joined this year, having greeters at meetings to make people feel welcome, having more time for socializing at meetings, and having pre-meeting social gatherings.

Vicki McFadden, Sherran Williams, Barbra Gaston, and Lois McEvoy volunteered to be co-chairs of the membership committee. Based on the by-laws, committees may have co-chairs so the board approved them as the co-chairs.

Items for Upcoming Meetings

Lois and Sherran volunteered to bring cookies to the general meeting in March. Chip will try to find a sponsor for the drinks, and he will also try to bring name tags.

Adjournment

The meeting was adjourned at 8:06 pm.

Submitted by: Kate Brien, Secretary

Approved by:

A handwritten signature in black ink that reads "Chip Rosenthal". The signature is written in a cursive style with a large, prominent initial "C".

Chip Rosenthal, President
June 14, 2010